

# Calendar of Health Events

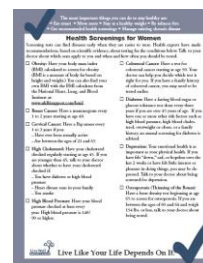
Promote the Live Like Your Life Depends On It campaign monthly by incorporating campaign materials into monthly theme activities.

## May

### May 11-17, 2008 National Women's Health Week

### May 12, 2008 National Women's Check-Up Day

Now is the time to begin planning for the 9th annual National Women's Health Week, May 11-17. The week, which kicks off on Mother's Day, brings attention to and creates understanding of women's health issues and encourages women to take simple steps for a longer, healthier, and happier life. Women make choices every day for both themselves and their family. Making informed decisions about their health and the health of their families will lead to better lifestyles down the road. Promoting good eating habits and physical activity are some of the healthy decisions that women can make for themselves and bestow upon their family.



### Suggested Activities:

- Check-up Day Pledge – Women are encouraged to schedule at least one preventive health screening recommended by their health care provider within 90 days. Distribute Live Like Your Life Depends On It screening cards for women at event. Promote event using Live Like Your Life Depends On It Get Health Screenings and/or Exam Table radio spots, print ads, sample newsletter articles, message cards or posters.
- WOMAN Challenge (Women and girls On the Move Across the Nation) – An eight-week challenge to encourage women to get 30 minutes of physical activity most days of the week. Distribute Live Like Your Life Depends On It Move More and Being Active message cards. Promote event using Live Like Your Life Depends On It Move More, Being Active and/or Feel Great radio spots, print ads, sample newsletter articles, message cards or posters.
- Offer free screening for the community or at a worksite. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. There are a wide range of screenings, such as blood pressure, mammograms, cholesterol, blood glucose, pap smear, bone density, and BMI. Coordinate follow-up on Distribute Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Get Health Screenings for women at event. Promote event using Live Like Your Life Depends On It Get Health Screenings and/or Health Failing radio spots, print ads, sample newsletter articles, message cards or posters.
- Hold a lunch 'n' learn for employees--invite a speaker to come to the office and educate employees on some aspect of women's health. You can provide a healthy lunch or encourage employees to do a healthy potluck where everyone brings a nutritious dish. Distribute Live Like Your Life Depends On It brochure, Top Ten Flyer, and/or Move More or Eat Smart message cards at lunch'n'learn. Also consider distributing Caring for Your

Health: A Missouri Women's Handbook available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #895 English or #893 Spanish). [Click here](#) to order. Also available electronically at [http://www.dhss.mo.gov/WomensHealth/Caring\\_for\\_your\\_health.pdf](http://www.dhss.mo.gov/WomensHealth/Caring_for_your_health.pdf).

- Hold a Speaker Series at a local bookstore, coffee shop, library or worksite. Distribute or display Live Like Your Life Depends On It brochure, Top Ten Flyer, and/or Eating Healthy, Being Active or Get Healthy message cards at events. Also consider distributing Caring for Your Health: A Missouri Women's Handbook available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #895 English or #893 Spanish). [Click here](#) to order. Also available electronically at [http://www.dhss.mo.gov/WomensHealth/Caring\\_for\\_your\\_health.pdf](http://www.dhss.mo.gov/WomensHealth/Caring_for_your_health.pdf).
- Encourage local OB/GYNs and other health care services for women to distribute Live Like Your Life Depends On It screening cards for women.
- Ask local churches and other faith-based organizations to promote Women's Health on Mother's Day by including information about it in the church flyers/newsletters. Distribute Live Like Your Life Depends On It screening card for women or Glazed Donuts message card.

## To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

For more information on National Women's Health Week	For more information on Women's Health
Office on Women's Health U.S. Department of Health and Human Services 200 Independence Avenue SW, Room 712 E Washington, DC 20201 202-690-7651 202-401-4005 Fax <a href="http://www.womenshealth.gov/whw/">http://www.womenshealth.gov/whw/</a>	Office on Women's Health MO Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-526-0445 573-522-3023 Fax <a href="http://www.dhss.mo.gov/womenshealth">www.dhss.mo.gov/womenshealth</a>

## American Stroke Month

The American Stroke Association, a division of the American Heart Association, encourages taking time in May to learn your stroke risk factors and recognize the warning signs of stroke. **Could you be the next face of stroke?** Stroke can happen to anyone regardless of age or gender. Spouses, children and other family members of survivors are also affected when a stroke occurs. Having high blood pressure, smoking, and obesity are a few risk factors that can be controlled or eliminated.

### Suggested Activities:

- Have trained personnel conduct screenings for stroke, blood pressure, cholesterol, waist-to-hip ratio, etc. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for



low income populations. [Click here](#) to locate an FQHC in your area. Distribute Live Like Your Life Depends On It screening cards at event. Promote event using Live Like Your Life Depends On It Get Health Screenings radio spots, print ads, sample newsletter articles, message cards or posters.

- Hold a lunch ‘n’ learn for employees--invite a speaker to come to the office and educate employees on the various aspects of stroke. Distribute Live Like Your Life Depends On It brochure or Top Ten Flyer at lunch’n’learn.
- Distribute or set up an education display of stroke educational materials. Include Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards.
- Host a stroke health fair. Distribute Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards.
- Coordinate stroke information into activities related to Employee Health and Fitness Day.

## To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

For more information on <b>American Stroke Month</b>	For more information on <b>Stroke and High Blood Pressure</b>
<p>American Heart Association  <a href="http://www.americanheart.org/presenter.jhtml?identifier=3026377">http://www.americanheart.org/presenter.jhtml?identifier=3026377</a></p> <p>Local Chapters:</p> <ul style="list-style-type: none"> <li>• Columbia 2600 I-70 Drive NW Columbia, MO 65202 573-446-3000</li> <li>• Kansas City 6800 W 93rd Street Overland Park, KS 66212 913-648-6727</li> <li>• Springfield 2446 E Madrid Springfield, MO 65804 417-881-1121</li> <li>• St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax</li> </ul>	<p>Heart Disease and Stroke Prevention Program  Bureau of Cancer and Chronic Disease Control  MO Department of Health and Senior Services  PO Box 570  Jefferson City, MO 65102  573-522-2896 or 800-316-0935  573-522-2898 Fax  <a href="http://www.dhss.mo.gov/HeartDisease/">www.dhss.mo.gov/HeartDisease/</a></p>

## National Physical Fitness and Sports Month May 21, 2008 National Employee Health and Fitness Day

May is National Physical Fitness and Sports Month. The President's Council on Physical Fitness and Sports challenges Americans to get moving for health and to get active and fit during May. Missourians of all ages need to incorporate more movement into their daily lives. Adults need at least 30 minutes of activity 5 days each week. This can be done by choosing to bike or walk instead of driving, taking stairs instead of elevators, or pushing a lawnmower instead of riding one. Children need at least 60 minutes of daily active play. They need to run, climb, jump, and just get up and move around, away from their desks, the television and computer games.



National Employee Health & Fitness Day™ is the third Wednesday in May each year. Promoted by the National Association for Health & Fitness, it is a national health observance, created to promote the benefits of physical activity for individuals through their work site health promotion activities.

### Suggested Activities:

- Recognize local employers that promote employee health and well-being or centralize your event around this day to show the viability of the worksite as a place to promote individual, family, and community health. Encourage employers to distribute Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Move More, Being Active, and Hours of TV message cards.
- Promote physical activity in older adults to help prevent depression and falls and improve the ability to carry out activities of daily living. Distribute or display Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Move More, Being Active, and Hours of TV message cards at senior centers. Ask local radio station to run Move More radio spots. Ask local newspapers to run Move More and Healthy Weight print ads or newsletter articles.

### To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

For more information on National Physical Fitness and Sports Month	For more information on Physical Activity
President's Council on Physical Fitness and Sports 200 Independence Avenue SW, Room 738-H Washington, DC 20201-0004 (202) 690-9000 (202) 690-5211 Fax <a href="http://www.fitness.gov/May%20Month/may_month_toolkits.htm">http://www.fitness.gov/May%20Month/may_month_toolkits.htm</a>	Health Promotion MO Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-522-2820 <a href="http://www.dhss.mo.gov/PhysicalActivity/">www.dhss.mo.gov/PhysicalActivity/</a>
For more information on National Employee Health and Fitness Day	
National Association for Health and Fitness 65 Niagara Square, Room 607 Buffalo, NY 14202 (716) 583-0521 (716) 851-4309 Fax <a href="http://www.physicalfitness.org/nehf.html">http://www.physicalfitness.org/nehf.html</a>	

Observances obtained from the National Health Information Center's 2008 National Health Observances at <http://www.healthfinder.gov/nho/default.aspx>